

**A STUDY ON IMPACT OF IMPLEMENTATION OF GST AMONG
RETAILERS WITH REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

NIVETHA D

(Reg.No:201BA001)

Under the guidance of

Dr. S. PUNITHA DEVI M.Com., M.Phil., MBA., PGDCA.,Ph.D.

Associate Professor and Head of the Department



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON PUBLIC PREFERENCE TOWARDS MULTIPLEX THEATRES
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

SAVITHA T

(Reg.No:201BA002)

Under the guidance of

Dr. S. PUNITHA DEVI M.Com.,M.Phil.,MBA.,PGDCA.,Ph.D.

Assistant Professor and Head of the Department



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON EMPLOYEE SATISFACTION IN “THE CHENNAI SILKS” WITH
SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University

Coimbatore – 641 029

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

SUBASHINI. N

(Reg.No:201BA003)

Under the guidance of

Dr. S. PUNITHA DEVI M.Com., M.Phil., MBA., PGDCA.,Ph.D.

Associate Professor and Head of the Department



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of excellence (UGC)

COIMBATORE – 641 029

APRIL - 2023

A STUDY ON CONSUMER SATISFACTION ON BIOTIQUE PRODUCTS

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

VARSHA VARDHINI S

(Reg.No:201BA004)

Under the guidance of

Dr. S. PUNITHA DEVI M.Com., M.Phil., MBA., PGDCA., Ph.D.

Associate Professor and Head of the Department



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS
MOBILE BANKING APPLICATIONS WITH SPECIAL
REFERENCE TO COIMBATORE CITY”**

Project report submitted to

**KONGUNADU ARTS AND SCIENCE COLLEGE
(Autonomous)**

Affiliated with BHARATHIYAR UNIVERSITY

In partial fulfilment of the requirements for the award of the degree

**BACHELORS OF BUSINESS ADMINISTRATION
WITH COMPUTER APPLICATION**

Submitted By

VINITHA.A

Reg.No: 201BA005

Under the guidance of

**Dr. S.PUNITHA DEVI M.Com., M.Phil., PGDCA., MBA., PhD.,
Associate Professor**



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH
COMPUTER APPLICATIONS**

KONGUNADU ARTS AND SCIENCE COLLEGE

College of excellence (UGC)

(Re-accredited with 'A+' Grade by NAAC)

G.N.Mills Post, Coimbatore – 641029

APRIL - 2023

**A STUDY ON IMPACT OF DIGITAL MARKETING STRATEGY OF
CONVERSE HIGH TOP SHOES SPECIAL REFERENCE TO COIMBATORE
CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

A.MANIKANDAN

(Reg.No:201BA006)

Under the guidance of

Dr. S.Punitha Devi M.Com., M.Phil., PGDCA., MBA., PhD.,

Associate Professor and Head Department of BBA CA



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON CUSTOMER SATISFACTION REGARDING SERVICE QUALITY
OF THE DEPARTMENTAL STORES ON COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

SANGEETHA.M

(Reg.No:201BA007)

Under the guidance of

Dr. S.Punitha Devi M.Com., M.Phil., PGDCA., MBA., PhD.,

Associate Professor and Head of the Department



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON CONSUMER PREFERENCE TOWARDS BROOKE BOND WITH
SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

YOVEL P

(Reg.No:201BA008)

Under the guidance of

Dr. S.Punitha Devi M.Com., M.Phil., PGDCA., MBA., PhD.,

Associate Professor and Head of the Department



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON FACTORS AFFECTING CONSUMERS ADAPTION TO OTT
PLATFORMS IN COIMBATORE**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

HARIHARAN K

(Reg.No:201BA009)

Under the guidance of

Dr. S.Punitha Devi M.Com., M.Phil., PGDCA., MBA., PhD.,

Associate Professor and Head of the Department



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON IMPACT OF SOCIAL MEDIA AS A BUSINESS
PROMOTION INSTRUMENT (INSTAGRAM)**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

M.SHRUTHILAYA (Reg.No:201BA010)

Under the guidance of

**Dr. S.Punitha Devi M.Com., M.Phil., PGDCA., MBA., PhD., Assistant
Professor**



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 202

**A STUDY ON CUSTOMER SATISFACTION TOWARDS REDMI MOBILE
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University

Coimbatore – 641 029

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

NIHALA

(Reg.No:201BA011)

Under the guidance of

Mrs.M.SANGEETHA,MBA,PGDCA,Ph.D



Assistant Professor.

**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of excellence (UGC)

COIMBATORE –641 029

APRIL – 2023

A STUDY ON CUSTOMER PERCEPTION TOWARDS SAMSUNG MOBILE PHONE

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

N. PRABHATHTHIYAN

(Reg.No:201BA012)

Under the guidance of

Mrs.M.SANGEETHA.,MBA.,PGDCA.,Ph.D.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029.

APRIL-2023

**A STUDY ON CONSUMER PREFERENCE TOWARDS DIGITAL SINGLE
LENS REFLEX CAMERA (DSLR) TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University

Coimbatore – 641 029

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

KAILASH.V

(Reg.No:201BA013)

Under the guidance of

Mrs.M.SANGEETHA,MBA



Assistant Professor.

DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of excellence (UGC)

COIMBATORE –641 029

APRIL – 2023

**A STUDY ON BUYERS BEHAVIOUR TOWARDS MARUTI SUZUKI
CARS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

DINESH E

(Reg.No:201BA014)

Under the guidance of

Mrs. M.SANGEETHA MBA, PGDCA.,Ph.D

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A COMPARITIVE STUDY BETWEEN SMART BAZAAR AND D-MART
SUPERMARKET WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University

Coimbatore – 641 029

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINSTRATON WITH CA

Submitted by

SANDEEP.A

(Reg.No:201BA015)

Under the guidance of

Mrs.M.SANGEETHA,MBA,PGD CA,Ph.DAssistant Professor.



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of excellence (UGC)

COIMBATORE –641 029

APRIL – 2023

**A STUDY ON CONSUMER SATISFACTION TOWARDS YAMAHA BIKES
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University

Coimbatore – 641 029

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

BALASRIDHAR.N

(Reg.No:201BA016)

Under the guidance of

Mrs.M.SANGEETHA,MBA,PGDCA,Ph.D



Assistant Professor.

DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of excellence (UGC)

COIMBATORE –641 029

APRIL – 2023

**A STUDY ON IMPLEMENTATION OF ONLINE MARKETING
STRATEGIES USED BY MYNTRA WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University

Coimbatore – 641 029

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

BASITH.K

(Reg.No:201BA017)

Under the guidance of

Mrs.M.SANGEETHA,MBA,PGDCA,Ph.D



Assistant Professor.

**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of excellence (UGC)

COIMBATORE –641 029

APRIL – 2023

**A STUDY ON CONSUMER PREFERENCE TOWARDS ONEPLUS MOBILE
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University

Coimbatore – 641 029

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

S.PRAVEENKUMAR

(Reg.No:201BA018)

Under the guidance of

Mrs.M.SANGEETHA,MBA,PGDCA,Ph.D

Assistant Professor



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of excellence (UGC)

COIMBATORE –641 029

APRIL – 2023

**A STUDY ON CONSUMER PREFERENCE TOWARDS ROYAL
ENFIELD WITH SPECIAL REFERENCE TO M.R.MOTORS
METTUPALAYAM**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

HARES.S

(Reg.No:201BA019)

Under the guidance of

Mrs.M.SANGEETHA.,MBA.,PGDCA.,Ph.D.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029.

APRIL-2023

A STUDY ON CLIENTS SATISFACTION OF ASIAN PAINTS IN COIMBATORE CITY

Submitted to

Kongunadu Arts and Science College (Autonomous), Affiliated to

Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

MUTHUSELVAM C

(Reg.No:201BA020)

Under the guidance of

Mrs. M.SANGEETHA MBA, PGDCA., Ph.D

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON FINANCIAL POSITION & PERFORMANCE ANALYSIS OF
ITC LIMITED IN COIMBATORE**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiyar University,

Coimbatore - 641 029

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

SUJITHA M

(REG.No:201BA022)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI MBA., M.Phil., PGDCA.,

Assistant Professor



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence(UGC)

COIMBATORE - 641 029

APRIL-2023

**A STUDY ON IMPACT OF SOCIAL MEDIA ON CONSUMER
BUYING BEHAVIOUR TOWARDS COIMBATORE CITY.**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

HANNAH DELVIYA.C

(Reg.No:201BA023)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI MBA., M.Phil., PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with „A+“ Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL -2023

**A STUDY ON BRAND PREFERENCE TOWARDS DAIRY PRODUCTS WITH
SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

PANNER SELVAM T

(Reg.No:201BA024)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI MBA., M.Phil., PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

“A STUDY ON CUSTOMER SATISFACTION TOWARDS RELIANCE JIO SIMCARD WITH SPECIAL REFERENCE TO COIMBATORE CITY ”

Project report submitted to

KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

Affiliated with Bharathiyar University

In partial fulfilment of the requirements for the award of the degree

Bachelors of Business Administration with

Computer Applications

Submitted By

PRIYADARSAN.M

(201BA025)

Under the guidance of

Mrs.J.GAYATHRI MANCHUBHASHINI ,MBA,M.Phil,PGDCA

Assistant Professor



Department of Business Administration with

Computer Applications

KONGUNADU ARTS AND SCIENCE COLLEGE

College of excellence (UGC)

(Re-accredited with 'A+' Grade by NAAC)

G.N.Mills Post, Coimbatore – 641029

APRIL - 2023

**A STUDY ON CONSUMER PREFERENCE TOWARDS CADBURY
PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY.**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

LAKSHMI R

(Reg.No:201BA026)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI MBA., M.Phil., PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

REFERENCE TO COIMBATORE REGION.

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

PRITHIVIRAJ K

(Reg.No:201BA027)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI MBA., M.Phil., PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON CUSTOMER PERCEPTION TOWARDS ROYAL ENFIELD
BIKES WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),
Affiliated to Bharathiyar University,
Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

VISHNU PRASAD M.S

(Reg.No:201BA028)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI MBA., M Phil., PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with A+ Grade (4th cycle)

College of excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON CONSUMER SATISFACTION TOWARDS MAGGI WITH
SPECIAL REFERENCE TO COIMBATORE CITY.**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

KAVYA A

(Reg.No:201BA029)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI MBA., M.Phil., PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON CONSUMER SATISFACTION TOWARDS
TELESHOPPING ADVERTISEMENT
WITH SPECIAL REFERENCE TO
COIMBATORE CITY.**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

HEPSIBA A

(Reg.No:201BA030)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI MBA., M.Phil., PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with „A+“ Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE - 641029

APRIL-2023

**A STUDY ON EMPLOYEE SATISFACTION TOWARDS TEXTILE
INDUSTRIES WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfilment

of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

NITHYA SREE A (Reg.No:201BA031)

Under the guidance of

Mrs.M. SANGEETHA., MBA., PGDCA., Ph.D.,

Assistant professor.



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2023

**A STUDY ON FINANCIAL PERFORMANCE OF BRITANNIA INDUSTRY
LIMITED**

Submitted to
Kongunadu Arts and Science College (Autonomous),
Affiliated to Bharathiar University,
Coimbatore-641029In
partial fulfilment
of the requirements for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

M. GOKULRAJ

(Reg.No:201BA032)

Under the guidance of
Mrs.M. SANGEETHA., MBA., PGDCA., Ph.D.,
Associate professor.



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2023

**A STUDY ON CUSTOMER SATISFACTION TOWARDS INTERNET
BANKING(WITH SPECIAL REFERANCE ICICI BANK).**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

KARTHICK M

(Reg.No:201BA033)

Under the guidance of

Mrs. M.SANGEETHA MBA., PGDCA., Ph.D



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
LAPTOP USER IN COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

GOKULRAJA C

(Reg.No:201BA034)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI MBA., M.Phil., PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON EMPLOYEES BEHAVIOUR IN AMAZON COMPANY WITH
SPECIAL REFERENCE TO INDIA**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

JAYADEV.K.V

(Reg.No:201BA035)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI MBA., M.Phil., PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON VISITERS SATISFICATION ABOUT PROZONE MALL
IN COIMBATORE CITY.**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINSTRATON WITH CA

Submitted by

AGILESWARAN.G

(Reg.No:201BA036)

Under the guidance of

Mrs. J. GAYATHRI MANCHUBHASHINI MBA., M.Phil., PGDCA

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with „A+“ Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON CONSUMER SATISFACTION TOWARDS THE ONLINE FOOD
DELIVERY SERVICE(ZOMATO) WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to -Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

BAVADHARANLM

(Reg.No:201BA037)

Under the guidance of

Dr.S.THULASIMANI MBA,Ph.D.,NET

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON MARKETING STRATEGY TOWARDS
“WHEY” PROTEIN WITH SPECIAL REFERENCE
TO COIMBATORE CITY**

Submitted to
Kongunadu Arts and Science College
(Autonomous) Affiliated to Bharathiar
University
Coimbatore – 641 029

In partial Fulfilment of the requirements for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by
S.YESWANTH
(Reg.No:201BA038)

Under the guidance of
Dr. S. THULASIMANI, MBA., Ph.D., NET.,
Assistant Professor



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH
CA KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**

Re-accredited by NAAC with 'A+' Grade (4th Cycle)
College of excellence (UGC)
COIMBATORE –641 029
APRIL – 2023

**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION
TOWARDS LG PRODUCT'S WITH SPECIAL TO
COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University

Coimbatore – 641 029

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

M.PARAMESHWARAN

(Reg.No:201BA040)

Under the guidance of

Dr. S. THULASIMANI, MBA., Ph.D., NET.,

Assistant Professor



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of excellence (UGC)

COIMBATORE –641 029

APRIL – 2023

A STUDY ON ONLINE PAYMENT APPLICATIONS IN INDIA WITH REFERENCE TO AMAZON PAY

Submitted to

Kongunadu Arts and Science College(Autonomous),

Affiliated to Bharathiar University

Coimbatore– 641 029

In partial Fulfillment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

RESHMA DAISY .J

(Reg.No:201BA041)

Under the guidance of

Dr.S.THULASIMANI, MBA., Ph.D., NET.,

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of excellence (UGC)

COIMBATORE –641 029

APRIL–2023

**A STUDY ON CONSUMER PREFERENCE TOWARDS
COCACOLA WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

MAHESHPRABHU J

(Reg.No:201BA042)

Under the guidance of

Dr. S. THULASIMANI, MBA., Ph.D., NET.,

Assistant Professor.



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON EFFECTIVENESS OF RECRUITMENT AND
SELECTION SYSTEM WITH SPECIAL REFERENCE TO ADECCO
INDIA PRIVATE LIMITED IN COIMBATORE**

Submitted to
Kongunadu Arts and Science College (Autonomous),
Affiliated to Bharathiar University,
Coimbatore-641029
In partial fulfilment
of the requirements for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by
CHRISTINA. R
(Reg.No:201BA043)
Under the guidance of

Dr. S. Thulasimani MBA., M.Phil., PGDCA., NET., PhD.,
Assistant professor.



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

College of Excellence (UGC)
COIMBATORE-641 029.

APRIL 2023

**A STUDY ON YOUNG CONSUMERS PREFERENCE OF
MOBILE WALLETS GATEWAY FOR CASHLESS PAYMENT
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous)

Affiliated to Bharathiar University

Coimbatore – 641 029

In partial Fulfilment of the requirements for the award of the degree of
BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

JOEL. J

(Reg.No:201BA044)

Under the guidance of

Dr. S. THULASIMANI, MBA., Ph.D., NET.,

Assistant Professor



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of excellence (UGC)

COIMBATORE –641 029

APRIL – 2023

**A STUDY ON CUSTOMER PERCEPTION TOWARDS
SAMSUNG MOBILE IN COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

NAVARASU S

(Reg.No:201BA045)

Under the guidance of

Dr.S.THULASIMANI MBA.,Ph.D.,NET

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
FASTRACK WATCHES WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore – 641029.

In partial Fulfilment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

SREEMATHILM

(Reg.No:201BA047)

Under the guidance of

Dr.S.THULASIMANI MBA.,Ph.D.,NET

Assistant Professor



DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

COIMBATORE -641029

APRIL-2023

**A STUDY ON CUTOMER SATISFACTION TOWORD PAYTM
USERS IN COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfilment

of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

RAHUL GANESH . P

(Reg.No:201BA048)

Under the guidance of

Dr. S. Thulasimani MBA., M.Phil., PGDCA., NET., PhD.,

Assistant professor.



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2023

**A STUDY ON CONSUMER PERCEPTION TOWARDS SOCIAL MEDIA
ADVERTISING SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfilment

of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

SHALY PRIYA J

(Reg.No:201BA049)

Under the guidance of

Dr. S. Thulasimani MBA., M.Phil., PGDCA., NET., PhD.,

Assistant professor



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2023

**A STUDY ON CUSTOMER SATISFACTION TOWARDS RAPIDO
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College

(Autonomous)Affiliated to Bharathiar University

Coimbatore – 641 029

**In partial Fulfilment of the requirements for the award of the
degree of**

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

HARI PRASHANTH.V

(Reg.No:201BA050)

Under the guidance of

Dr.S.Thulasimani, MBA.,M.Phil., Ph.D.,PGDCA

Assistant Professor.



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of excellence (UGC)

COIMBATORE –641 029

APRIL – 2023

**COMPARATIVE STUDY ON ONLINE VS OFFLINE SHOPPING WITH SPECIAL
REFERENCE TO COIMBATORE CITY**

Submitted to

Kongunadu Arts and Science College (Autonomous),

Affiliated to Bharathiar University,

Coimbatore-641029

In partial fulfillment

of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH CA

Submitted by

DEVANANTH R

(Reg.No:201BA051)

Under the guidance of

Dr. S. Thulasimani MBA., M.Phil., PGDCA., NET., PhD.,

Assistant professor.



**DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA
KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)**

College of Excellence (UGC)

COIMBATORE-641 029.

APRIL 2023

DECLARATION

I, **DEVANANTH R** (Reg.No:201BA051) hereby declare that the project report entitled **“COMPARATIVE STUDY ON ONLINE VS OFFLINE SHOPPING WITH SPECIAL REFERENCE TO COIMBATORE CITY”**, Submitted to Kongunadu Arts and Science College (Autonomous) affiliated to Bharathiar University in partial fulfillment of the requirement for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION WITH CA** is a record of original report work done during the period of 2020-2023, under the guidance of **Dr. S. Thulasimani MBA., M.Phil., PGDCA., NET., PhD., Assistant professor, Department of BBA.CA**, Kongunadu Arts and Science College (Autonomous), Coimbatore, and the project has not formed the basis for the award of any degree/ Diploma Associateship/Fellowship or similar title to any University. DATE:

Signature of the candidate

(DEVANANTH R)

PLACE:

DATE:

CERTIFICATE

This is to certify that project work entitle “**COMPARATIVE STUDY ON ONLINE VS OFFLINE SHOPPING WITH SPECIAL REFERENCE TO COIMBATORE CITY**”, Submitted to Kongunadu Arts and Science College(Autonomous) affiliated to Bharathiar University in partial Fulfilment of the requirements for the award of the degree of **Bachelor of Business Administration with CA** is a record of original work done by **DEVANANTH R** during the period of his study in the **Department of BBA CA**, Kongunadu Arts and Science College (Autonomous), Coimbatore under my Supervision and the Project has not formed the basis for the award of any Degree/Diploma / Associateship / Fellowship or other similar title to any candidate in any University.

Signature of the guide

Counter signed

HEAD OF THE DEPARTMENT

PRINCIPAL

Submitted for the viva voce held on
(Autonomous), Coimbatore-641 029.

at Kongunadu Arts and Science College

**INTERNAL EXAMINER
EXAMINER**

EXTERNAL

ACKNOWLEDGEMENT

I thank the Almighty, the light of my life for granting me the strength, courage and Knowledge to complete this project successfully.

I am indebted to **Dr. C.A.Vasuki**, Secretary, Kongunadu Arts and Science college, who has given me an opportunity to be a student at the renowned institute and to undertake this project work. I express sincere thanks to her.

I express my deep, sincere of gratitude to **Dr. M.Lekeshmanaswamy M.Sc., M.Phil., PhD., FSISC, FISEC** Principal, Kongunadu Arts and Science College, the man behind the curtain if all endeavours and granting me the permission to undertake this project work.

I submit my sincere thanks to **Dr. S. Palusamy M.Sc., M.Phil., Ph.D., FTE, FRMSI** Research and Development Department, for his constant encouragement.

I record my sincere gratitude to **Dr. Lalitha Ramaswamy I/c**, Dean Academics, for her strong support and encouragement to complete this work successfully.

I am extremely grateful to **Dr.S.PunithaDevi M.Com., M.Phil., PGDCA., MBA., PhD., Assistant professor and Head of the Department**, Department of BBA CA who has motivated and guided me by offering her constructive and innovative ideas to do the project work with tremendous encouragement.

I extend my special heartfelt thanks to my guide **Dr. S. Thulasimani MBA., M.Phil., PGDCA., NET., PhD.,Assistant professor, Department of BBA.CA**, who guided me in all the walks of this research work with grant success.

DEVANANTH R

CONTENTS

CHAPTER	PARTICULARS	PAGE NO.
I	INTRODUCTION AND DESIGN OF THE STUDY 1.1 INTRODUCTION 1.2 OBJECTIVES OF STUDY 1.3 SCOPE OF STUDY 1.4 RESEARCH METHODOLOGY 1.5 LIMITATION OF THE STUDY 1.6 CHAPTER SCHEME	1-5
II	REVIEW OF LITERATURE	6-10
III	PROFILE OF THE STUDY	11-16
IV	ANALYSIS AND INTERPRETATION 4.1 SIMPLE PERCENTAGE ANALYSIS 4.2 CHI-SQUARE ANALYSIS	17-43
V	SUMMARY OF FINDING, SUGGESTION AND CONCLUSION 5.1 FINDINGS 5.2 SUGGESTION 5.3 CONCLUSION	44-47
	BIBLIOGRAPHY	48
	ANNEXURE	49-52

LIST OF TABLES

TABLE.NO	TITLE	PAGE NO
4.1.1	TABLE SHOWING AGE GROUP OF THE RESPONDENTS	18
4.1.2	TABLE SHOWING GENDER OF THE RESPONDENTS	19
4.1.3	TABLE SHOWING OCCUPATION OF THE RESPONDENTS	20
4.1.4	TABLE SHOWING MONTHLY INCOME OF THE RESPONDENTS	21
4.1.5	TABLE SHOWING MARITAL STATUS OF THE RESPONDENTS	22
4.1.6	TABLE SHOWING THAT RESPONDENTS TRUST ON ONLINE SHOPPING	23
4.1.7	TABLE SHOWING THAT RESPONDENTS PREFER TO CHOOSE ONLINE OR OFFLINE SHOPPING	24
4.1.8	TABLE SHOWING THAT THE RESPONDENTS PREFER TO SHOP ON WHICH WEBSITE	25
4.1.9	TABLE SHOWING THAT THE RESPONDENTS HOW LONG USING INTERNET SERVICES	26
4.1.10	TABLE SHOWING THAT THE FACTORS INFLUENCING TO BUY IN OFFLINE SHOPPING	27
4.1.11	TABLE SHOWING THAT WHY THE REASON FOR SELECT ONLINE SHOPPING	28
4.1.12	TABLE SHOWING THAT THE FACTORS INFLUENCING TO BUY IN ONLINE SHOPPING	29
4.1.13	TABLE SHOWING THAT THE ADVERTISEMENT MOSTLY ATTRACTS TO PURCHASE ONLINE	30
4.1.14	TABLE SHOWING THAT THE HOW FAR ARE THE RESPONDENT'S WILLING TO SHOP IN OFFLINE SHOPPING	31

LIST OF CHARTS

CHART.NO	TITLE	PAGE NO
4.1.1	CHART SHOWING AGE GROUP OF THE RESPONDENTS	18
4.1.2	CHART SHOWING GENDER OF THE RESPONDENTS	19
4.1.3	CHART SHOWING OCCUPATION OF THE RESPONDENTS	20
4.1.4	CHART SHOWING ANNUAL INCOME OF THE RESPONDENTS	21
4.1.5	CHART SHOWING MARITAL STATUS OF THE RESPONDENTS	22
4.1.6	CHART SHOWING THAT THE RESPONDENTS TRUST ON ONLINE SHOPPING	23
4.1.7	CHART SHOIWING THAT THE RESPONDENTS PREFER TO CHOOSE ONLINE OR OFFLINE SHOPPING	24
4.1.8	CHART SHOWING THAT THE RESPONDENTS PREFER TO SHOP ON WHICH WEBSITE	25
4.1.9	CHART SHOWING THAT THE RESPONDENTS HOW LONG USING INTERNET SERVICES	26
4.1.10	CHART SHOWING THAT THE FACTORS INFLUENCING TO BUY IN OFFLINE SHOPPING	27
4.1.11	CHART SHOWING THAT WHY THE REASON FOR SELECT ONLINE SHOPPING	28
4.1.12	CHART SHOWING THAT THE FACTORS INFLUENCING TO BUY IN ONLINE SHOPPING	29
4.1.13	CHART SHOWING THAT THE ADVERTISEMENT MOSTLY ATTRACTS TO PURCHASE ONLINE	30
4.1.14	CHART SHOWING THAT THE HOW FAR ARE THE RESPONDENT'S WILLING TO SHOP IN OFFLINE SHOPPING	31

